

# Truck-A-Palooza

Desert Sky Park



Truck-A-Palooza is a fun-filled event where participants can get up close and explore the vehicles they've seen in movies, books, and driving around town. From fire trucks and ambulances to backhoes and bulldozers, Truck-A-Palooza has them all! In addition to being a family-friendly, no fuss, no fee event, Truck-A-Palooza patrons will have a chance to meet first responders and other working professionals in a safe, positive environment.

## Calendar of Events

**January 29, 2022**

9:00 a.m. - 1:00 p.m.

## Sponsorship Benefits

### **"Big Rig" Title Sponsor: \$6,000**

- On-site booth space
- Opportunity to provide company information inserts in the event "Goody Bag"
- Sponsor recognition in pre-event social media posts
- Sponsor recognition in direct email blasts
- Sponsor recognition in event promotional video
- Logo and link on event webpage
- Logo on event park banners
- Logo on digital ads in Town facilities
- Logo on on-site event signage
- Option to display a company vehicle at the event for participants to interact with/play on and photograph

### **"Hard Hat" Sponsor \$2,000**

- Logo printed on the front of 1,000 children's giveaway plastic toy hats - either fire fighter or construction worker - which will be given to kid participants at the event

### **"Goody Bag" Sponsor- \$1,000**

- Logo printed in full color on 1,000 reusable tote bags that kid participants will receive for souvenirs

### **"Tow Truck" Sponsor \$500 ("Booth Vendor" or "Vehicle Exhibitor")**

- On-site booth space or the option to display a company vehicle at the event for participants to interact with/play on and photograph